



**19TH ANNUAL OAKLAND JUNETEENTH
CELEBRATION & STREET FESTIVAL,
FREEDOM DAY!**

“CLOSEOUT”

SATURDAY, JUNE 27, 2026

THIS YEAR’S THEME IS:

**“REMEMBERING WHERE WE COME FROM
TO RISE ABOVE THE ODDS”**



2026 SPONSORSHIP PACKAGE



B-H Brilliant Minds Project, Inc.
19th Annual Oakland Juneteenth Celebration
& Street Festival, Freedom Day!

THIS YEAR'S THEME IS:

"Remembering Where We Come From To Rise Above The Odds"

B-H Brilliant Minds Project, Inc. is honored to gather once again for the Oakland Juneteenth 19th Annual Celebration and Street Festival, Freedom Day. As our nation continues to navigate social division, attacks on equity efforts, economic uncertainty, and ongoing conversations about race, identity, and justice, this year's theme, *Remembering Where We Come From to Rise Above The Odds*, calls us to ground ourselves in truth and rise in collective strength.

Please join us on Saturday, June 27, 2026, on Brockhurst Street in Oakland, California, between Market Street and San Pablo Avenue, for a day dedicated to affirmation, restoration, and celebration. Juneteenth, now recognized as a federal holiday, is more than a commemoration of delayed freedom. It is a declaration that our history cannot be erased, our contributions cannot be diminished, and our resilience cannot be broken.

For nearly two decades, the Oakland Juneteenth Celebration has closed out the Bay Area Juneteenth events by bringing together thousands from across Oakland and beyond. We gather to acknowledge the generational pain rooted in slavery and systemic oppression, while also honoring the brilliance, innovation, and faith that have sustained our people through every era. In a time when historical truths are being challenged and communities are feeling the weight of injustice, this celebration stands as both remembrance and resistance.

Juneteenth offers us space to educate, to engage in restorative dialogue, and to strengthen intergenerational bonds. It reminds us that understanding our past empowers us to transform our future. Healing requires tending to our mental health, nurturing our spirituality, and building environments where our stories are told fully and accurately.

Each year, more than 2,000 attendees experience a vibrant street festival featuring live music, free health screenings, oral history presentations, cultural exhibits, workshops, quilting displays, and symbolic tributes honoring our African American heritage. Through showcasing local artists, entrepreneurs, and community leaders, we foster economic empowerment and cultural pride. Through reflective workshops addressing systemic racism in its many forms, we promote awareness, accountability, and collective healing.

This year, as we remember where we come from, we boldly claim our resilience. We celebrate not only survival, but excellence, creativity, faith, and the unbreakable spirit that continues to shape our future.

Our event will feature:

- Live DJs (2 Stages)
- Entertainment Music/Dance
- Local Vendors, Community Resources
- MADE*MEN Bay Area's Finest Motorcycle Club
- Health Zone: Mental Wellness, Health Screenings, and Resources
- Exhibits, Gallery Walk
- Vendors Fashion Show
- Financial Literacy Workshops
- Little Brilliant Minds/Youth Empowerment Zones, HHREC, YAB, TAY
- Movie Screening

We continue to invite local organizations and vendors to participate in this community gathering of neighbors as we focus on the entire city, in bringing everyone together to partake in the positive vibration and celebration of a rich culture and our history of overcoming enormous opposition. Oakland is one of the most diverse cities in the Bay Area. Having our community members from all different heritages together in celebration fosters cultural understanding and keeps Oakland Resilient!



**B-H Brilliant Minds Project, Inc.
19th Annual Oakland Juneteenth Celebration
& Street Festival, Freedom Day!**

THIS YEAR'S THEME IS:

"Remembering Where We Come From To Rise Above The Odds"

SPONSOR LEVELS & BENEFITS

Title Sponsor

\$25,000.00

- Legacy Award
- Billboard Recognition
- Radio Recognition
- Zone Banner
- Logo recognition in all print advertising
- Logo recognition in all printed promotional materials
- Logo recognition on all electronic promotions
- Signage on stage and throughout festival
- Premium placement of logo on print ads
- Banners and Signage at the Event
- Three complimentary booths
- Editorial Mention in all pre-event press releases and articles
- Presentation to showcase organization
- Logo on Print ads

Platinum Sponsor

\$10,000.00

- Award Recognition
- Zone Banner
- Logo recognition in all print advertising
- Logo recognition in all printed promotional materials
- Logo recognition on all electronic promotions
- Signage on stage and throughout festival
- Premium placement of logo on print ads
- Banners and Signage at the Event
- Two complimentary booths
- Editorial Mention in all pre-event press releases and articles
- Presentation to showcase organization

Power to The People Sponsor

\$5000.00

- Logo recognition on flyers
- Logo recognition in all printing advertising
- Logo recognition on all electronic promotions
- Presentation to showcase organization
- One complimentary booth

SPONSOR LEVELS & BENEFITS CONTINUED

Health Zone Sponsor

\$2,500.00

- Logo recognition on flyers
- Logo recognition in all printing advertising
- Logo recognition on all electronic promotions
- Presentation to showcase organization
- One complimentary booth

Sojourner Sponsor

\$1500.00

- Logo Recognition on flyers
- Logo recognition in all printing advertising
- Logo recognition on electronic promotions
- One complimentary booth

Sankofa Sponsor

\$500.00

- Logo Recognition on flyers
- Logo recognition on electronic promotions
- One complimentary booth

Silver Sponsor

\$250.00

- One complimentary booth

Friends of Juneteenth Sponsor

\$100.00



SPONSOR LEVELS & BENEFITS

Name of Organization/Individual

Street Address

City, State Zip Code

Day Phone Evening Phone

Email Address

SPONSORSHIPS LEVELS & BENEFITS

**Title Sponsor \$25,000.00 Platinum Sponsor \$10,000.00 Health Zone Sponsor \$2,500.00
Sankofa Sponsor \$1500.00 \$500.00 Silver Sponsor \$250.00 Friends of Juneteenth \$100.00**

Total Amount Enclosed \$ _____

Please Mail, eMail, or Scan the Sponsorship form and remittance no later than to:

bhbrilliantminds@yahoo.com

June 15th, 2026

**Donations via Check, Money Order, Cashier Check or
Bill.com are Welcomed and are Tax Deductible**

Make checks/electronic payments payable to:

B.H. Brilliant Minds Project, Inc.

P. O. Box 23552 Oakland, CA. 94623

www.bhbrilliantminds.org

For more information, please contact

Ms. Howard at (510) 435-1077 or bhbrilliantminds@yahoo.com

(Please return payment (s) with this page)